



Company Profile

Quixtar Inc. offers a business opportunity that allows people to have a business of their own based on retailing products and sharing the opportunity with others who will do the same. Quixtar supports Independent Business Owners (IBOs) with a proven compensation plan, portfolios of quality products in health, beauty, and other consumer categories, plus the merchandising materials, training, and education they need to be successful. IBOs also are supported by communities of those who have succeeded in Quixtar businesses before them.

Since 1999, Quixtar IBOs have generated **\$6.8 billion** in sales through Quixtar.com, plus more than **\$500 million** for Quixtar Partner Stores. These sales have earned IBOs more than **\$2.2 billion** in bonuses through the QUIXTAR® Independent Business Owner Compensation Plan plus other incentives. Their efforts have propelled Quixtar to be ranked the **#1** online Health & Beauty retailer based on sales, and 22nd among all e-commerce sites, according to *Internet Retailer* magazine.

Based near Grand Rapids, Mich., Quixtar currently supports independent businesses in the U.S., Canada, Puerto Rico, and various trust territories and independent island nations in the Pacific and Atlantic Oceans and Caribbean Sea. Quixtar Canada Corp. headquarters are located in London, Ont., Canada.

Ownership & Management

Part of the Alticor group of companies, Quixtar was founded by the DeVos and Van Andel families, who are among North America's leading entrepreneurs with numerous business ventures in direct selling, sports entertainment, real estate, lodging and hospitality, and other business sectors. Alticor is led by **Steve Van Andel**, Chairman, and **Doug DeVos**, President.

Quixtar's management team is composed of **Jim Payne**, Managing Director; **Rob Davidson**, Vice President of Sales & Marketing; **Heather Anderson**, Director of IT/CIO; **Bill Dangl**, Director of Finance/CFO; and **Jim Hunking**, General Manager of Quixtar Canada Corp.

Annual Sales

Quixtar IBOs generated **revenues of \$1.118 billion** for Quixtar for the fiscal year ended Dec. 31, 2006, the fourth consecutive year in which the company surpassed the billion-dollar mark. IBOs also generated a record **\$84.6 million** in revenues for Quixtar's Partner Stores in 2006.

Business Model

Quixtar's proven Independent Business Owner Compensation Plan enables IBOs to earn income on business volume resulting from their efforts. Independent Business Owners earned **\$370.1 million** in bonuses and incentives in fiscal 2006.

Products, Services, and More

Best known for Health and Beauty, Quixtar features exclusive brands like:

- **NUTRILITE®**, the world's leading brand of vitamin, mineral and dietary supplements, based on 2006 sales.
- **ARTISTRY®** skin care and cosmetics, one of the world's top five largest-selling prestige brands of facial skin care and colour cosmetics (based on a study by Euromonitor International).
- **nao never accept ordinary™**, a new line of artist-grade color cosmetics.
- **XS™** Energy Drinks, with all of the "energy," and none of the sugar.

Quixtar also features hundreds of products from leading brands such as Levi's®, Adidas®, Dooney & Bourke®, Kenneth Cole®, Nike®, iPod®, Whirlpool®, Sony®, Panasonic®, KitchenAid®, and more.

Additional benefits and shopping opportunities for IBOs and customers are available at Partner Stores **Shop.com, Office Depot, Barnes & Noble.com, FTD.com, Circuit City, Avis, MCSports.com, Bass Pro Shops, Sony Music, Ace Hardware**, and many more.

Quixtar also offers Home, Auto, Travel, Financial, and Communications Services through affiliated providers including **Bank of America, Wireless Marketplace**, and others.

IBOs and Customers

Quixtar services the needs of both Independent Business Owners and customers.

IBOs build businesses that allow them to earn income based on sales made at www.quixtar.com resulting from their efforts. To launch a Quixtar business, individuals must register with an existing IBO.

Customers pay no fee to shop from a large selection of products and learn from expert advice on health, beauty, home care, and other topics. Products are shipped to their homes and covered by Quixtar's Customer Satisfaction Guarantee. Customers must register with the identification number of their servicing IBO. If a new registrant does not have a servicing IBO, Quixtar will assign them one.

Questions?

Members of the news media can contact Quixtar Public Relations at 616/787-7134 or by e-mailing PR@Quixtar.com.